

For the past few weeks we have discussed various ways to avoid being discounted when selling your calves. One of the key ways to achieve this is by marketing through a load lot. Load lots recognize vaccination and management programs that the cattle have been through, often reducing the likelihood of being discounted. This week we will discuss the final set of key benefits of marketing cattle through load lots in order to avoid being discounted when selling your cattle.

Load lots are desirable by many because each lot is comprised of a uniform group of cattle. This is especially helpful for the buyer because it reduces the amount of time he would be spending to assemble a group of uniform cattle. Uniformity is important in a feedlot situation because cattle that are of similar size and genetics typically have the same nutrition and management requirements. Compared to cattle that vary greatly in size and genotype, it is easy to see how managing a uniform lot of calves is easier and more efficient than managing a lot that is not uniform. Likewise, a uniform group of cattle can be expected to perform relatively equally, whereas a non-uniform group most likely will not.

Most cattle buyers have a set of requirements to be met when purchasing cattle, whether it be a certain age, breed, gender, or vaccination history. Cattle that meet the buyer's requirements are less likely to be discounted when they are purchased. A good way producers can help buyers find what they are looking for quickly and efficiently is to market their cattle in a load lot. Because a set list of information is provided on each load lot of calves, the buyers can more easily find the type of cattle they need. Additionally, each lot of cattle has been preassembled and comes from one location, further aiding the producer in determining what special care may need to be given to the calves. The more information that is provided to the buyer typically reduces the probability that the producer will incur a discount on his cattle.

It is not uncommon to have two very similar calves sell for very different amounts of money because they were marketed differently. With cattle prices reaching record highs it is wise to capitalize on the opportunity to make your cattle business more profitable than it has ever been. We believe that load lot marketing can be used to reach that milestone. What can you begin doing to prepare a load lot of your own to sell? One load lot of cattle is equivalent to approximately 50,000 pounds. When you look at your calf crop do you believe you have 50,000 pounds of calves to sell? If not, begin thinking of ways that you can partner with other producers to create a lot of cattle to sell.

Thanks,

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